

2017-2018 BUDGET QUESTION
Response to Request for Information

DEPARTMENT: Visit Austin

REQUEST NO.: 147

REQUESTED BY: Tovo

DATE REQUESTED: 8/25/17

DATE POSTED: 8/29/17

REQUEST: Concerning the Visit Austin presentation at the August 24 Council Budget Work Session, please provide a description and cost of Visit Austin's Digital Meeting Planner Tool and an explanation for why it did not meet its viewing FY 2016-2017 goals. If this is not fully funded by Hotel Occupancy Tax (HOT), please provide a breakdown of this item's funding ratio between HOT and private revenue.

RESPONSE: In May 2017, Visit Austin launched a new digital meeting planner tool, replacing the old printed meeting planner guide program. The Austin Meeting Planner tool, developed by partner Miles at no cost to Visit Austin, is a personal digital planning platform that provides information on Austin's meeting facilities, accommodations, convention services and more to meeting and event professionals. The year-to-date (YTD) amounts reflected in our marketing plan were through March of 2017. We fully expect to meet our YTD goal by the end of the year.